

ABSTRACT

DEVELOPMENT OF MOTIF DESIGN ON KNITTED TOTE BAG PRODUCTS IN KAMPOENG RADJOET

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This study aims to develop motif designs inspired by elements surrounding Kampoeng Radjoet, such as binong leaves, butterfly pea flowers, zinnia flowers, and the flow of the Cikapundung River. These motifs are applied to knitted tote bag products as an effort to strengthen local identity in handcrafted goods. The research adopts a mixed-methods approach, combining qualitative and quantitative methods through observation, interviews, design exploration, and the distribution of questionnaires. The results show that applying local motifs not only reinforces the visual identity of the product but also enhances its visual appeal and cultural value. Therefore, these motif-based knitted tote bags have the potential to become creative products that are functional, environmentally friendly, and culturally meaningful.

Keywords: Kampoeng Radjoet, Knitting, Local Identity, Motif Design, Tote Bag